

MULTIMEDIA



UNIVERSITY

STUDENT ID NO

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MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 2, 2017 / 2018

TSD2241 – INFORMATION SYSTEMS DEVELOPMENT

17 MARCH 2018
2.30pm-4.30pm
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This question paper consists of 6 printed pages including the cover page.
2. Attempt **ALL** questions in **SECTION A** and **ALL** questions in **SECTION B**.
3. The distribution of the marks for each question is given.
4. Please write all your answers clearly in the answer booklet provided.

SECTION A: Answer all questions (10 marks)

- [1] Which of the following is referring to a technology diffusion?
- A. A measure of how widely technology is spread throughout the organization
 - B. The extent to which technology is deeply integrated into an area or department
 - C. A combination of different software packages in a company
 - D. A model that describes the factors that lead to higher levels of acceptance and usage of technology
- [2] Stock maintaining control system in which both hardware and software is present to contact and manage suppliers is called
- A. power system
 - B. control system
 - C. information processing system
 - D. operating system
- [3] All components that work together in form of unit to achieve certain goal is called
- A. system
 - B. bound
 - C. baud
 - D. operator
- [4] Information systems are used in which of the following organizations?
- A. professional
 - B. educational
 - C. government
 - D. all of the above
- [5] Which of the following is not classified as business knowledge and skills?
- A. Management
 - B. Communication
 - C. System integration
 - D. Social
- [6] In the 1980s, which of the following became a popular new title given to executives who were responsible for the information systems function?
- A. CIO
 - B. CFO
 - C. CEO
 - D. COO

Continued...

- [7] involves anytime, anywhere commerce that uses wireless communications.
- A. Electronic Commerce
 - B. Mobile Commerce
 - C. Transaction Processing System
 - D. Management Information System
- [8]is usually happens after outbound logistics in downstream activities of an information value chain.
- A. Finished product storage
 - B. Marketing and sales
 - C. Customer service
 - D. Warehouse and storage
- [9] In an upstream activity of an information value chain, is occurs before production and manufacturing.
- A. inbound logistics
 - B. warehouse and storage
 - C. outbound logistics
 - D. raw materials
- [10] In Lewin-Schein change model, refreezing is when.....
- A. ceasing old habits and creating a climate that is receptive to change
 - B. reinforcing changes to make the new process second nature, accepted, and part of the job
 - C. learning new work methods, behaviors, and systems
 - D. constantly seeking ways to improve business processes and add value to products and services

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SECTION B: Answer all questions (40 marks)**QUESTION 1:**

- a) The key to unlocking the potential of any computer system is application software. A company can either develop a one-of-kind program for a specific application OR purchase and use an existing software program. Give an appropriate term for both types of application software and explain why sometime develop a one-of-kind program for specific application is better than purchase and use an existing software program? [3 marks]
- b) Distinguish twisted pair cable, coaxial cable, broadband over power lines and fiber optic cable. [4 marks]
- c) Based on Figure 1 below, interpret the figure based on its processing characteristics with an example. What law is used to represent this processing characteristics?

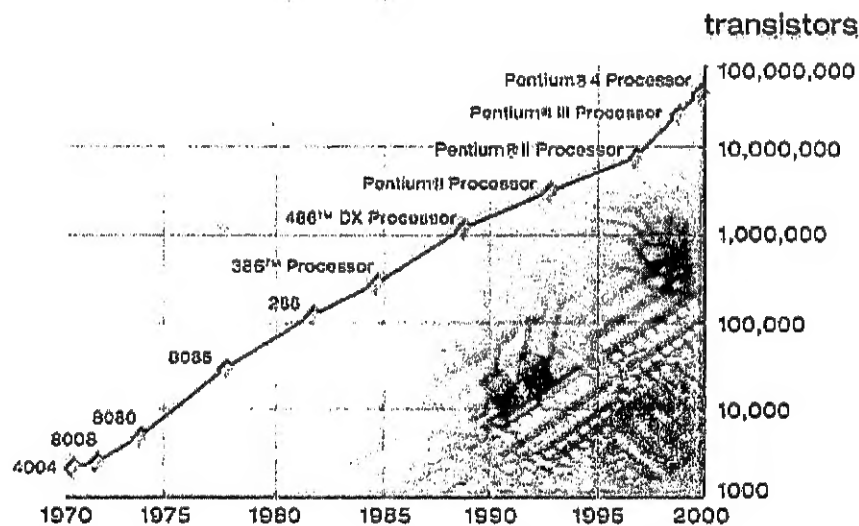


Figure 1: Processing Characteristic

[3 marks]

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QUESTION 2:

- a) Computing networks are commonly classified by size, distance covered and structure. The most commonly used classifications are a private branch network exchange, personal area network, local area network, metropolitan area network and wide area network. Describe each classification by completing Table 1 below.

Table 1: Types of Network

Type	Usage	Size
PBX		
PAN		
LAN		
MAN		
WAN		

[5 marks]

- b) Give an example on how DBMSs can act as front-end or back-end applications?
[2 marks]
- c) Summarize **THREE** basic components of a successful e-commerce model and give example(s) for each component.
[3 marks]

QUESTION 3:

- a) Companies that have successfully implemented Customer Relationship Management (CRM) can experience greater customer satisfaction and increased productivity of their sales. Analyze **THREE** important points why information flow is very important in CRM. Identify also **THREE** primary components for a comprehensive CRM system.
[6 marks]
- b) Compare Optimization, Satisficing, and Heuristic Approaches in Decision Support System.
[3 marks]
- c) Identify the usage of multimedia and virtual reality.
[1 mark]

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QUESTION 4:

- a) In artificial intelligence, an expert system is a computer system that emulates the decision-making ability of a human expert. Illustrate components of an expert system. [5 marks]
- b) Compare **FOUR** types of outputs from a Management Information System. [4 marks]
- c) Identify an important step on how data correction can be done in Transaction Processing Cycle. [1 mark]

End of Paper.